December 12, 2011

To: Wes Chapin  
Chair, Faculty Senate

From: Karen Klyczek  
Chair, Learning Resources Committee

Re: Recommendation regarding the privatization of Textbook Services

The Learning Resources Committee has continued to evaluate the proposal to contract with a private book company to manage Textbook Services. We have reviewed similar plans at other UW-System campuses, and consulted with faculty and student representatives at UWRF. **It is our very strong recommendation that UWRF continue to utilize the existing university-run textbook rental system**, in order to maintain the level of service and support to UWRF students and faculty that this program has provided. We encourage the administration to fully support the Textbook Services Office, including hiring a full time Manager as soon as possible.

UWRF Textbook Services has provided excellent service to faculty and students for many years. It has been self-supporting via fees and sales, and costs to students have been kept low due to good fiscal management and the flexibility to obtain books from a variety of sources. They have been willing to work with faculty to see that the most appropriate materials are available for students. It is a national model, as evidenced by the former Manager’s invitation to testify before a Congressional subcommittee*. Students frequently cite this program as one of the reasons they chose UWRF. We see no benefit to faculty or students in changing the current system.

The models we have for what a privately-run Textbook Services would look like are the programs at UW-La Crosse and UW-Eau Claire. Four other UW campuses, besides UWRF (UWP, UWS, UWSP and UWW), have a university-run rental system. In comparison, the programs at UWL and UWEC have higher costs to students and more restrictive policies for faculty for selecting class materials. A comparison chart is included below:

<table>
<thead>
<tr>
<th>UWRF and other university-run programs</th>
<th>UWL and UWEC programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flexible deadlines (Aug. 1 for fall semester, Dec. 1 for spring) that accommodate new hires and other urgent needs</td>
<td>Stricter, earlier deadlines (Mar 15 for Fall, Oct 15 for spring)</td>
</tr>
<tr>
<td>All undergraduate texts are part of the rental system (&gt;350 text purchased since 2007 cost &lt;$30)</td>
<td>Only texts costing over $30 can be rented; students must buy texts costing less than $30</td>
</tr>
<tr>
<td>2-year rotation cycle, more frequently if justified</td>
<td>3-year rotation</td>
</tr>
<tr>
<td>Textbook fees $66-76 (UWRF $71.65)</td>
<td>Textbook fees $91-92</td>
</tr>
<tr>
<td>Multiple books allowed for classes if justified, no arbitrary cap on cost</td>
<td>One text allowed, or cap of $95 (UWL) or $150 (UWEC) for multiple texts</td>
</tr>
<tr>
<td>Students can buy texts at used book rate</td>
<td>Texts with resale value are not sold to students</td>
</tr>
<tr>
<td>Exceptional accommodations for students with disabilities (early text checkout, multiple text copies for readers, etc.)</td>
<td>No information available</td>
</tr>
</tbody>
</table>

* Former Manager’s invitation to testify before a Congressional subcommittee.*
The committee surveyed departments regarding the potential impact of changing these policies on their classes. We heard from department chairs and other faculty from 16 programs. They cited numerous examples of how such changes would result in higher costs for students and limit the ability of faculty to use the most relevant and appropriate materials in their classes. For example, and English major taking three upper level English courses would pay over $200 for texts under $30 that could not be rented. Faculty overwhelmingly support maintaining the current Textbook Services management.

The Administration’s proposal cites a savings of $154,000 per year in salary and benefits if Textbook Services is instead managed by a private company, such as Follett. Follett claims to be able to run the facility for a fee of 5% of textbook purchases ($30-40,000 per year), though no written proposal have been presented. Theoretically, that difference ($6/student/semester) could be reallocated to other student services, and the classified FTE could be used elsewhere that would benefit students. However, this change would likely shift additional costs to students and negatively impact their classroom experiences, based on the other models in the UW-System. We have not seen a compelling need articulated that would justify dismantling a program that is working so well for faculty, students, and families.

Even if the company agrees to a contract with all of the policies faculty would request, there is no guarantee that we would be able to continue to negotiate favorable contracts in the future. Furthermore, this is no time to be locked into contracts with private companies, when we are facing potentially significant changes in textbooks such as electronic books. It will be in the students’ best interest to have decisions about adapting to these new formats made by a university-run system with a history of putting student learning first. UWRF Textbook Services includes this statement in their policies: “Textbook staff continue to emphasize that faculty are the only judges of material that is needed for their classes.” Having those decisions made in the context of a corporate, for-profit system is unlikely to benefit either students or faculty.

This issue must be resolved quickly. Many Textbook Services policy considerations, DOTS projects, and other plans are on hold pending a resolution. Again, we recommend that the current program remain in place. Unlike other student services, Textbook Services directly impacts classroom learning for every student on campus, and we should invest in and support this proven program.

(Virgil’s verbal testimony begins on pg. 26, followed by his prepared written testimony.)

Attachments:
- Responses from Department Chairs and individual faculty regarding the impact of adopting policies in place at UW-La Crosse and UW-Eau Claire
- List of texts used in English classes
- Resolution from Chemistry Department
- Analysis of cost savings from privatization (MV)
- Proposal to privatize Textbook Services
<table>
<thead>
<tr>
<th>Course Title</th>
<th>Texts Available</th>
<th>Cost(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foundations of English</strong></td>
<td>ENGL 20: 1 text</td>
<td>$40</td>
</tr>
<tr>
<td><strong>Academic Reading &amp; Writing</strong></td>
<td>ENGL 100: 3 texts</td>
<td>$20, 54, 50</td>
</tr>
<tr>
<td><strong>English for International Students</strong></td>
<td>ENGL 101: 3 texts</td>
<td>$30, 35, 43</td>
</tr>
<tr>
<td><strong>Investigating Ideas: Reading, Writing, and the Disciplines</strong></td>
<td>ENGL 200: 6 texts</td>
<td>$63, 35, 123, 8, 8, 8</td>
</tr>
<tr>
<td><strong>Literature and Human Experience</strong></td>
<td>ENGL 105: 5 texts</td>
<td>$117, 62, 10, 8</td>
</tr>
<tr>
<td><strong>Introduction to Literature</strong></td>
<td>ENGL 106: 5 texts</td>
<td>$117, 68, 8, 8, 8</td>
</tr>
<tr>
<td><strong>Heroes in Literature</strong></td>
<td>ENGL 107: 5 texts</td>
<td>$117, 71, 8, 8, 8</td>
</tr>
<tr>
<td><strong>Literature of the African American Experience</strong></td>
<td>ENGL 203: 2 texts</td>
<td>$68, 10</td>
</tr>
<tr>
<td><strong>Literature of War</strong></td>
<td>ENGL 205: 12 texts</td>
<td>$91, 6, 9, 6, 15, 6, 11, 8, 10, 5, 10</td>
</tr>
<tr>
<td><strong>Literature of the Native American Experience</strong></td>
<td>ENGL 208: 11 texts</td>
<td>$40, 8, 12, 10, 24, 10, 16, 10, 10, 9, 11</td>
</tr>
<tr>
<td><strong>Detective Fiction</strong></td>
<td>ENGL 226: 12 texts</td>
<td>8, 8, 8, 10, 10, 11, 20, 8, 10, 10, 11</td>
</tr>
<tr>
<td><strong>The Short Story</strong></td>
<td>ENGL 231: 4 texts</td>
<td>$64, 14, 50, 1 (hard to get)</td>
</tr>
<tr>
<td><strong>Introduction to Mythology</strong></td>
<td>ENGL 237: 3 texts</td>
<td>$92, 75, 10</td>
</tr>
<tr>
<td><strong>Literature of Children</strong></td>
<td>ENGL 250: 10 texts</td>
<td>$100, 30, 12, 10, 9, 7, 7, 7, 7</td>
</tr>
<tr>
<td><strong>Advanced Composition</strong></td>
<td>ENGL 251: 4 texts</td>
<td>$76, 74, 55, 45</td>
</tr>
<tr>
<td><strong>Multicultural Education</strong></td>
<td>ENGL 252: 4 texts</td>
<td>$91, 8, 9, 9</td>
</tr>
<tr>
<td><strong>Intro to Literary Studies</strong></td>
<td>ENGL 253: 6 texts</td>
<td>$73, 56, 62, 64, 8, 47</td>
</tr>
</tbody>
</table>
Creative Writing
ENGL 262: 4 texts: $65, 70, 65, 6

Business Writing

ENGL 266: 1 text: $12

Environmental Literature
ENGL 310: 7 texts: $42, 12, 11, 10, 11, 12

Intro to Language and Linguistics
ENGL 311: 2 texts: $82, 10

Modern East Asian Lit and Cinema
ENGL 317: 10 texts: 13, 10, 17, 11, 17, 11, 11, 25, 11

Structure of English
ENG: 320: 2 texts: $75, 45

The English Language: History & Culture
ENGL 321: 2 texts: $130, 9

Survey of American Lit I
ENGL 324: 1 text: $100

Survey of American Lit II
ENGL 325: 3 texts: $58, 11, 10

Survey of English Lit I
ENGL 331: 1 text: $50

Survey of English Lit II
ENGL 332: 6 texts: 26, 37, 38, 13, 6, 12

Shakespeare
ENGL 335: 6 texts: $8, 10, 6, 13, 10, 13

Theory & Methodology of TESOL
NEGL 360: 2 texts: $46, 26

Composition Theory
ENGL 361: 3 texts: $45, 12, 50

Intro to Rhetorical Studies
ENGL 362: 2 texts: $74, 8

Technical Writing
ENGL 367: 2 texts: $56, 28

Writing Nonfiction
ENGL 370: 1 text: $65

Peer Tutor and Writing Instruction
ENGL 372: 2 texts: $48, 11

Techniques in Tutoring: TESOL
ENGL 373: 3 texts: $75, 51, 25

Writing Workshop in Prose and Poetry
ENGL 382: 1 text: $85

Modern American Fiction
ENGL 431: 7 texts: $15, 15, 10, 13, 11, 25, 11

World Cinema
ENGL 442: 2 texts: $30, 39

Major Authors
ENGL 444: 4 texts: 18, 8, 10, 7, plus one no longer available

Multi-Disciplinary Human Perspectives
HUM 300: 2 texts: 12, 150 (for 5 volumes), plus other readings from the Textbook Library

Arts and Ideas I
HUM 311: 3 texts: $101, 11, 11

Techniques in English Education
TED 432: 4 texts: $42, 52, 70, 94
November 7, 2011

TO:        Karen Klyczek, Chair of the Learning Resources Committee

FROM:      Karl Peterson, Chair of the Chemistry Department

RE:        Resolution against privatization of Textbook Services

The Chemistry Department does not support the outsourcing of Textbook Services.

The faculty attending our staff meeting on Friday, November 4, 2011 unanimously supported this resolution.

Karl P. Peterson, Ph.D.

[Signature]

Professor and Chair
Department of Chemistry
**UWRF Textbook Rental Costs:**
UWRF Students currently pay $72/semester for textbook rental.

Of that about $13 goes toward administrative costs ($154k/2 semesters/ 6000 students).

This actually overstates the administrative costs because the bookstore has been running a surplus and currently has a reserve of about $400,000 which will be returned to the university. This surplus amounts to about $4/student/semester ($400,000/8 years/2 semesters/6000 students). So the true administrative costs for the current textbook rental are $9/student/semester ($13 –$4).

Private contractors say they will run the program for 5% of textbook budget. Recent textbook budgets are around $750k. 5% of that is $37.5k which is about $3/student per semester.

At first glance, this sounds like a great deal! $3 is a lot cheaper than $9. The theory, then, is that the university can benefit from the difference of $6/student/semester.

But at the two UW institutions that have hired a private contractor to run textbook services (Eau Claire and La Crosse) students actually pay $20 more per semester than our students.

The net result is that the students are being charged $20 more per semester so that the University can pocket $6/student/semester.

**The effect of textbook price limits on student cost:**
Current contracts at Eau Claire and La Crosse also have lower and upper limits on the price of books that the textbook services will provide. If the lower limit is $30 then the students would be responsible for purchasing any book that is below that limit. Many disciplines (English, History, Philosophy, etc.) use lots of books that are under that limit. If students are required to buy even a single book under $30 per year (let’s say it’s $20) that adds an additional $10 charge to their textbook fees with no added benefit compared to the current system.

**Administrative interests vs. Student interests**
Making an extra $6/student/semester is certainly in the interest of the university administration. But from the student’s point of view, paying $20 (or more) extra each semester so that the university can get $6 and a private company can pocket the rest seems like a bad deal.
March 28, 2011

TO:     Jim Madsen  
        Chair, Faculty Senate

FROM:   Gregg Heinselman  
        Associate Vice Chancellor for Student Affairs

RE:     Textbook Rental Program Transition

The University Textbook Rental Program is a model program for managing the costs to students of attending the University of Wisconsin River Falls. UWRF Students pay a Textbook Rental Fee of $143.00 a year. Students have the opportunity to review and approve this fee annually during the shared student governance budget review process that involves the Facilities and Fees Committee of the Student Senate. Students have been very satisfied with the service level and cost of this program.

With the recent retirement of Virgil Monroe, Textbook Rental Program Manager a review was conducted by Student Affairs on the viability of the program. Outcomes of this review were presented to Executive Cabinet. Executive Cabinet addressed the role of faculty in the transition of the program from a self operated to a contracted service. The following information should be helpful in responding to faculty concerns regarding the transition of the Textbook Rental program from a self operated service to a contracted service.

Why is the University considering outsourcing or contracting the textbook rental program?

- Textbook Manager Retirement. All FTE returns to a central pool and each position is reviewed carefully prior to reallocating resources. The Textbook Rental Manager is the only full time FTE assigned to the program. All other FTE are Limited Term Employees and seasonal student employees. $154,000 is expended annually on Classified, LTE, Student labor and fringes. Contracting this service would save the University $154,000 a year that could be redirected to other educational support services, programs or equipment replacement.
- The Falcon Shop in the University Center is currently contracted to the Follett Higher Education Group. Follett operates 850 University Bookstores in the United States and Canada. Follett recently transitioned the UW La Crosse University Bookstore and Textbook Rental program into one operation. Follett has the international buying power with publishers and the industry expertise to leverage pricing and maximize efficiencies in retail and rental program operations.

How would contracting the rental program impact faculty?

- It is expected that there would be minimal impact. Textbook requests and orders, textbook issuing, custom class materials, desk copies, textbook holdings and inventory processes would all remain basically the same. It is also expected that we will experience several efficiencies once Follett has a chance to understand the current operation, our academic program array, and our campus culture. Follett brings a wealth of textbook industry knowledge at a national level that our campus has not had the opportunity to experience or benefit from. Follett would request a faculty committee to address the textbook rotation, replacement cycle and process to enhance the service level to faculty, students, and academic departments.

Please review and advise. I ask for Faculty Senate’s support and direction. I am available to address any questions or concerns upon your request that you may have regarding this transition.

Thank you.